

ABSTRACT OF THE DISCLOSURE

A system and method for delivering email-based advertising between computer users including a first computer, a second computer, and a server in a distributed computer network where the first computer is configured to transmit an email message to a second computer. The email message comprises an affiliate I.D. number and optionally one or more email client objects. The affiliate I.D. number uniquely identifies a user of the first computer. The second computer is responsive to the email message, whereby the second computer is configured to transmit the affiliate I.D. number and optionally one or more of the email client objects to the server. The server is responsive to the affiliate I.D. number and optionally one or more of the email client objects, by selecting an appropriate advertisement. The server is configured to transmit the advertisement to the second computer where the second computer displays the advertisement in the text window of the email message.